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Wisconsin Energy Efficiency Program Adds to Recent String of Award Wins

Chicago, Ill. – Wisconsin’s statewide energy efficiency and renewable resources program, FOCUS ON ENERGY®, added to a winter full of award wins by taking home two more last week at the Midwest Energy Efficiency Alliance’s (MEEA) annual Midwest Energy Solutions conference in Chicago.

Focus on Energy won the Inspiring Efficiency Awards for both Marketing and Innovation.

The Innovation Award honored Focus on Energy’s Strategic Energy Management (SEM) Leaders Initiative, which works with large energy users in Wisconsin who are ready and committed to improving their energy performance. Launched in 2015, there are currently 27 businesses participating in SEM, with 14 on track to achieve ISO 50001 status.

The Marketing Award honored Focus on Energy’s “Wisconsin Is In” campaign, which aims to specifically highlight energy efficiency in Wisconsin’s rural communities and has resulted in a nearly 16-percent increase in paid financial incentives to rural businesses investing in energy efficiency. The campaign has also contributed to total energy savings of more than 6.48 million MMBtus by broadening rural awareness of reduced energy waste and the benefits that accompany energy-efficient upgrades and renewable energy.

“I am so proud of what Focus on Energy has accomplished in recent years,” said Focus on Energy Director Erinn Monroe-Nye. “And being recognized nationally and regionally by our peers is really a testament to the hard work and dedication of the entire Focus on Energy team, and our successful partnership with the 107 Wisconsin utilities that participate in the program.”

The two Inspiring Efficiency Awards follow three award wins last month.

First, the American Council for an Energy-Efficient Economy (ACEEE) recognized two Focus on Energy programs as being among the best in the nation. The Large Energy Users and Retail Lighting & Appliance programs were recognized by the ACEEE as exemplary based on their effectiveness and innovation in helping customers achieve greater levels of energy efficiency.

“These programs are delivering energy savings that help customers reduce their costs and maintain comfortable, durable, safe homes and productive businesses. They also make an important

environmental contribution by reducing pollution from the use of fossil fuels,” said Rachel Gold, ACEEE’s Utilities Program Senior Manager.

Just days later, the Association of Energy Services Professionals (AESP) honored Focus on Energy with its Energy Award for Outstanding Achievement in Residential Marketing for the development, execution and impact of the “Wisconsin Is In” campaign.

The Focus on Energy program is funded by 107 Wisconsin utilities, and ratepayers of those utilities are eligible for the energy expertise and financial benefits Focus on Energy provides to residents, businesses, farms, schools and local governments. The most recent independent evaluation found every \$1 invested in Focus on Energy programs creates \$5.93 in benefits for Wisconsin, including economic benefits, reduced energy costs, and reduced pollution.

Focus on Energy served customers at more than 113,000 residences and more than 5,100 businesses in 2017, the most recent year for which the program has complete data. And in that year alone, the combined electricity and gas savings from Focus on Energy projects was enough to power more than 69,000 homes for one year.

About Focus on Energy

Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program funded by the state's investor-owned energy utilities and participating municipal and electric cooperative utilities. Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus on Energy information, resources and financial incentives help to implement projects that otherwise would not be completed. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control Wisconsin's growing demand for electricity and natural gas. For more information call 800.762.7077 or visit www.focusonenergy.com.

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